

IN THE CLAIMS:

1. (Currently amended) A method comprising the steps of:
watching a datastream representing a page for delivery to a client via a network;
determining if an advertisement subject to display restrictions is identified
in[[said]] the datastream; and
determining if [[said]] the advertisement associated with the page is restricted
from being displayed in [[said]] the page in response to a content analysis of [[said]] the
data stream, wherein an undesired user association between the advertiser and page
content is avoided.
2. (Currently amended) The method of claim 1 wherein [[said]] the content analysis
of [[said]] the datastream comprises a matching against a predetermined set of key items,
wherein the step of matching against a predetermined set of key items includes:
determining if a matched key item is a prohibited item, wherein the advertisement
is not displayed if the matched key item is a prohibited item; and
if the matched key item is not a prohibited item, determining if the advertisement is
displayed.
3. (Original) The method of claim 2 wherein said step of determining if said
advertisement is displayed comprises the step of scanning said page for instances of said
key items.
4. (Currently amended) The method of claim 2 wherein [[said]] the step of
determining if [[said]] the advertisement is displayed includes the steps of:
determining a number of matched key items in content of [[said]] the page; and
determining if [[said]] the number of matched key items is less than a
predetermined lower threshold.
5. (Original) The method of claim 4 wherein said advertisement is displayed if said
number of matched key items is less than said predetermined lower threshold.

6. (Original) The method of claim 4 further comprising the step of, if said number of matched key items is not less than said predetermined lower threshold, determining if said number of matched key items is not less than a predetermined upper threshold, and wherein said advertisement does not display if said number of matched key items is not less than said predetermined upper threshold.

7. (Currently amended) The method of claim 6 wherein [[said]] the lower threshold does not equal [[said]] the upper threshold, the method further comprising the step of, if [[said]] the number of matched key items is greater than [[said]] the predetermined lower threshold and less than [[said]] the predetermined upper threshold, launching an exception process, wherein the exception process comprises:

sending a display permission request to the advertiser or sponsor, wherein the request may include a list of matched key items, the number of matched key items, and a semantic analysis from a semantic parsing of the datastream;

transmitting a copy of the page to the advertiser or sponsor if a request for the web page is received; and

displaying the advertisement in accordance with a response authorizing display of the advertisement wherein said exception process for determining if said advertisement is displayed in accordance with a permission received from a sponsor of said advertisement.

8. (Original) The method of claim 6 further comprising the step of tallying fulfillment data if said advertisement does not display.

9. (Currently amended) The method of claim 1 wherein [[said]] the content analysis of [[said]] the datastream comprises a semantic parsing of [[said]] the datastream, wherein an exception subprocess is launched if a negative semantic context is identified.

10. (Currently amended) A computer program product comprising embedded in a machine-readable storage medium, the program product comprising a program of instructions for performing the steps of:

a computer usable medium having computer usable program code for preventing inappropriate display of advertisements, said computer program product including:

computer usable program code for watching a datastream representing a page for delivery to a client via a network;

computer usable program code for determining if an advertisement subject to display restrictions is identified in the said datastream; and

computer usable program code for determining if [[said]] the advertisement associated with the page is restricted from being displayed in[[said]] the page in response to a content analysis of [[said]] the datastream, wherein an undesired user association between the advertiser and page content is avoided.

11. (Currently amended) The program product of claim 10 wherein [[said]] the content analysis of [said] the datastream comprises a matching against a predetermined set of key items, wherein the step of matching against a predetermined set of key items includes:

determining if a matched key item is a prohibited item, wherein the advertisement is not displayed if the matched key item is a prohibited item; and if the matched key item is not a prohibited item, determining if the advertisement is displayed.

12. (Original) The program product of claim 11 wherein said instructions for performing the step of determining if said advertisement is displayed comprises instructions for performing the step of parsing said page for instances for said key items.

13. (Currently amended) The program product of claim 12 wherin [[said]] the instructions for step of determining if [[said]] the advertisement is displayed includes the instructions for performing the steps of:
determining a number of matched key items in content of [[said]] the page; and
determining if the [[said]] number of matched key items is less than a predetermined lower threshold.

14. (Original) The program product of claim 13 wherein said advertisement is displayed if said number of matched key items is less than said predetermined lower bound.

15. (Original) The program product of claim 13 further comprising instructions for, if said number of matched key items is not less than said predetermined lower threshold, performing the step of determining if said number of matched key items is not less than a predetermined upper threshold, and wherein said advertisement does not display if said number of matched key items is not less than said predetermined upper threshold.

16. (Currently amended) The program product of claim 15 wherein [[said]] the lower threshold does not equal [[said]] the upper threshold, the program product further comprising instructions for performing the step of, if [[said]] the number of matched key items is greater than [[said]] the predetermined lower threshold and less than [[said]] the predetermined upper threshold, launching an exception process, wherein [[said]] the exception process for determining if [[said]] the advertisement is displayed, wherein the exception process comprises:

sending a display permission request to the advertiser or sponsor, wherein the request may include a list of matched key items, the number of matched key items, and a semantic analysis from a semantic parsing of the datastream;

transmitting a copy of the page to the advertiser or sponsor if a request for the web page is received; and

displaying the advertisement in accordance with a response authorizing display of the advertisement said exception process for determining if said advertisement is displayed in accordance with a permission received from a sponsor of said advertisement.

17. (Original) The program product of claim 15 further comprising instructions for performing the step of tallying fulfillment data if said advertisement does not display.

18. (Currently amended) The program product of claim 10 wherein [[said]] the content analysis of [[said]] the datastream comprises a semantic parsing of [[said]] the

datastream, wherein an exception subprocess is launched if a negative semantic context is identified.

19. (Currently amended) A system, comprising:

a memory unit operable for storing a computer program operable for generating pages; and

a processor coupled to the [[said]] memory unit, wherein [[said]] the processor, responsive to [[said]] the computer program, comprises:

circuitry operable for watching a datastream representing a page for delivery to a client via a network;

circuitry operable for determining if an advertisement subject to display restrictions is identified in [[said]] the datastream; and

circuitry operable for determining if [[said]] the advertisement associated with the page is restricted from being displayed in [[said]] the page in response to content analysis of [[said]] the datastream, wherein an undesired user association between the advertiser and page content is avoided.

20. (Currently amended) The system of claim 19 wherein [said]] the content analysis of [[said]] the datastream comprises a matching against a predetermined set of key items, wherein the step of matching against a predetermined set of key items includes:

determining if a matched key item is a prohibited item, wherein the advertisement is not displayed if the matched key item is a prohibited item; and

if the matched key item is not a prohibited item, determining if the advertisement is displayed.

21. (Original) The system of claim 20 wherein said circuitry operable for determining if said advertisement is displayed comprises circuitry operable for parsing said page for instances of said key items

22. (Currently amended) The system of claim 21 wherein the [[said]] circuitry operable for determining if [[said]] the advertisement is displayed includes:

circuitry operable for determining a number of matched key items in content of [[said]] the page; and

circuitry operable for determining if [[said]] the number of matched key items is less than a predetermined lower threshold.

23. (Original) The system of claim 22 wherein said advertisement is displayed if said number of matched key items is less than said predetermined lower bound.

24. (Original) The system of claim 22 wherin said processor, responsive to said computer program, further comprises circuitry operable for, if said number of matched key items is not less than said predetermined lower threshold, determining if said number of matched key items is not less than a predetermined upper threshold, and wherein said advertisement does not display if said number of matched key items is not less than said predetermined upper threshold.

25. (Currently amended) The system of claim 24 wherein [[said]] the lower threshold does not equal [[said]] the upper threshold, the processor, responsive to [[said]] the computer program, further comprises circuitry operable for, if [[said]] the number of matched key items is greater than [[said]] the predetermined lower threshold and less than [said]] the predetermined upper threshold, launching an exception process, wherein the exception process comprises:

sending a display permission request to the advertiser or sponsor, wherein the request may include a list of matched key items, the number of matched key items, and a semantic analysis from a semantic parsing of the datastream;

transmitting a copy of the page to the advertiser or sponsor if a request for the web page is received; and

displaying the advertisement in accordance with a response authorizing display of the advertisement said exception process for determining if said advertisement is displayed in accordance with a permission received from a sponsor of said advertisement.

26. (Original) The system of claim 24 wherein said processor, responsive to said computer program, further comprises circuitry operable for tallying fulfillment data if said advertisement does not display.
27. (Currently amended) The system of claim 19 wherein [[said]] the content analysis of [[said]] the datastream comprises a semantic parsing of [[said]] the datastream, wherein an exception subprocess is launched if a negative semantic context is identified.
28. (Currently amended) A method comprising:
watching a datastream representing a page for delivery to a client via a network;
determining if an advertisement subject to display restrictions is identified in [[said]] the datastream;
determining if the advertisement associated with the page is restricted from being displayed in the page in response to a content analysis of the data stream, wherein the content analysis comprises the steps of:
matching against a predetermined set of key items;
determining if a matched key item is a prohibited item, wherein the advertisement is not displayed if the matched key item is a prohibited item; and
if the matched key item is not a prohibited item, determining if the advertisement is displayed;
determining if [[said]] the advertisement is displayed in [[said]] the page in response to a predetermined set of key items, wherein [[said]] the step of determining if [[said]] the advertisement is displayed includes the steps of:
determining a number of matched key items in content of [[said]] the page; and
determining if [[said]] the number of matched key items is less than a predetermined lower threshold[[; and]]
if said number of matched key items is not less than said predetermined lower threshold, determining if said number of matched key items is not less than a predetermined upper threshold, and wherein said advertisement does not display if said

number of matched key items is not less than said predetermined upper threshold wherein if the number of matched key items is not less than the predetermined lower threshold, determining if the number of matched key items is not less than a predetermined upper threshold, and wherein the advertisement does not display if the number of matched key items is not less than the predetermined upper threshold; and if the number of matched key items is greater than the predetermined lower threshold and less than the predetermined upper threshold, launching an exception process, wherein the exception process comprises:

sending a display permission request to the advertiser or sponsor, wherein the request may include a list of matched key items, the number of matched key items, and a semantic analysis from a semantic parsing of the datastream;

transmitting a copy of the page to the advertiser or sponsor if a request for the web page is received; and

displaying the advertisement in accordance with a response authorizing display of the advertisement;

semantically parsing the datastream, wherein the exception subprocess is launched if the page has a negative context; and

tallying fulfillment data if the advertisement does not display.